

This Is a Store of Plenty—Novel and Charming

EVERY step brings you to new beauties—every turn to things you have not seen before and many not to be seen elsewhere. And the *Cohen Prices Speak Words of Savings* at this time only because there has never before been a time when good buying yielded under-prices in such abundance. It's a price-creating time that makes this early in the season the most wonderful in the store's experience.



The Season's Beautiful Silks

There are new effects in an almost infinite variety of styles and shadings, including the imported HABUTAI; price, from 25c a yard to \$1.00.

There are Novelty Silks; WILLOW CREPES, in plain and net effects; hand-like embroidered Crepe de Chines, in heavy qualities; Crepe Meteors; Shirting Taffetas, French Failles, Gros de Failles, Canton Crepe, Novel French Astor Bouquets, Moires, etc.

Here are a few of the prices; these values are clearly evident at a touch:

Yard wide Costume	\$1.46
Faille	95c
46-inch good Crepe de Chine	85c
Chiffon Taffeta, yard wide, \$1.25 and	85c
45-inch Black Taffeta, the regular cost of which is \$1.64, Monday on sale for	\$1.20
Other Black Taffetas	55c
Black and White Checks, Plaids and Stripes, sell at from \$1.50 to	75c
Good Black Penn de Soie, yard wide, from \$2 to	78c
Crepe Taffeta, the highest grade imported, now for	\$2.15
Crepe de Chine Waistings and Shirtings, yard wide, at from \$1.46 to	59c
Figured or Plain Willow Crepe; \$2.25 to	\$1.46
Pompadour Habutai and Pongees, yard wide, at	85c
Bresden Taffetas, yard wide; colored and white grounds	\$1.68

Maximum simplicity has been attained in the

"Free" Sewing Machine

This feature should be of interest to every woman. With fewer parts than any other make, the "Free" is lighter and easier running and guaranteed never to get out of order.

The new cabinet model embodies many new improvements, and is a handsome piece of furniture when not in use. Ask to see it.

The "Free" machine is sold in Richmond only at Cohen's. Third Floor.



Special Drapery Offerings for Monday

Cable Net Curtains, 3 and 3 1/2 yard lengths; white, cream, and ecru; wide borders; pair	\$3.00
Tambour Curtains, in a pretty new leaf and poppy design; special value at, pair	\$4.00
White and Cream Madras Curtains, valance and ball fringe, 2 1/2 yards long; pair	\$1.50
White Irish Point Lace Bedspreads, with shams to match; only 5 which were \$10.00; for Monday, set	\$6.25
Striped Poplin, 36 inches wide, suitable for covering furniture; three yard	15c
Dotated Swiss, 36 inches wide, regularly 12c; Monday, yard	9c

The Inflowing of Spring Fashions Reaches High-Water Mark in the Garment Salon

As great a success as was the Spring Exhibit, we find ourselves wishing it could be done all over again, as each succeeding day brings newer and prettier garments.

Some of the cases in a recent shipment of Suits came in the nature of "surprise packages." They were entirely new to us. Next day comes a letter from the maker. The Suits had been copied from some delayed Parisian models which had slipped in after the buyers had made their rounds. "Would we take them?"

Many women will answer as did we: "Decidedly yes!" for they're quite different and altogether charming.

The originals probably bear price-tickets to-day well up in three figures. Because they are copies these are only \$35.00 to \$50.00.

The assortment of materials and colors is excellent, but there is only one Suit of each model.

It isn't much of an exaggeration to say that every woman in Richmond might find a Suit to her liking among the lot at \$27.50. Almost as many models as there are tastes; and materials and colorings are quite as varied, too. Short and medium length coats and skirts in many styles, in gabardine, serge, poplin, silk and checks. The colors are navy, Belgian blue, green, sand, drendnought gray and black. Priced at \$27.50.

Another assortment of very distinctive models are of gabardine, serge and checks, in colorings of drendnought gray, sand, black, navy and Belgian blue. These are exceptionally well tailored and lined with beau de cyne. Without their price tickets you'd never guess what we ask for them. They are \$15.00.

Famous Parisian Designers Have Sent Us Charming Dresses, Too

There are copies of delightful creations by Drecoll, Paquin, Beer as well as the work of some of our own leading artists, in taffeta, crepe de chine and faille. All new spring colors. Priced at \$35.00.

Others that are strangers to the Salon are "Chin Chin" and various other model combination dresses of crepe de chine and checked taffeta. Priced at \$20.00.

And Countless Other Dresses

Of crepe de chine and taffeta, in the new shades, both dark and light. Dresses for every purpose—street, afternoon and evening—at \$12.50. Second Floor.

Handsome Embroideries

This is really harvest time for embroideries. They are shipped to us as freely as they were before the European war. There are thousands and thousands of workers in Switzerland unemployed, who are willing to work at any price, which is the reason that these beautiful embroideries are sold at values that are not within the possibility of human conception.

Handsome Embroideries on long, cloths or Swiss; to 14 inches wide; on sale now at	15c
18 inches wide, Embroidered Flouncings, handsome open work, all well made, new designs; ordinarily they are 50c; now	25c
Fine Sheer Batiste, hand-like embroidery, beautiful designs, all new, on sale for, per yard	19c
Thousands of yards of desirable new Embroideries, all imported and well made; on sale for	5c
Open Eyelet Swiss Embroideries, Madras like work on longcloth, for, yard	12 1/2c
27-inch Ruffle Flouncings, for children's dresses, neat and attractive designs, for, yard	39c

Main Floor.

The Lace Store Is Lacey Now

Laces will be greatly used not only for dress garniture, but for almost every use. There is a store full of laces here at best prices we have ever known.

The new Fillet Lace Flouncings, come in white or ecru, in designs that are entirely new, 24 inch widths, sale for only	29c
The Shadow Lace Flouncings, white or ecru, 18 inches, for	23c
The Net Top Embroidered Lace Flouncing, 21 inches wide, white or ecru, large repeat designs, in two widths to match, for the new blouse skirts, 36c and	50c
Colored Silk Nets, in all the street or evening shades; 14 yds. wide, for, a yard	\$1.00

In the Infants' Department Monday

Will be found, among other special offerings—

Infants' Long Crepe Kimonos, in blue and pink, trimmed with dotted satin ribbon, at 59c each.

White Muslin Dresses for little boys; prettily box plaited; 59c each.

See the beautiful assortment of All Linen Suits for little boys, also; the prices are from \$1.25 to \$2.50.

Chambray Dresses, with white pique trimmings; very stylish for little girls; each \$1.00.

Kate Greenway Dresses, white waists, with colored plaited skirts and bloomers; just the thing for kindergarten wear. \$1.25 checked.

Black and White Coats, with black velvet collars, for stylish little boys; each \$2.50.

Many attractive black and white check models for little girls, also—\$3.95 to \$5.75.

Muslin Underwear

Good Quality Nainsook Slipover Gowns, entire yoke front and back of shadow lace Val; ribbon trimmed; each 40c.

Pretty Lacy Gowns and Petticoats are very special at, each 98c.

New Linen Gowns, beautiful quality; splendid assortment to select from and all excellent values at from \$3.00 to \$7.50.

Bridal Trouseau Sets, beautifully designed with laces and ribbons; prices, \$6.75, \$11.00, \$12.00 and on up to \$20.50.

One of these would make a most acceptable bridal present. Second Floor.

The Yard-Goods Store

Beautiful Wool Dress Fabrics

The weaves are different from any other time and so are the colorings. Paris still leads in the creation of both. This store is up to the mark, not only in the various weaves and colorings, but in the quality, up to the finest that are imported. We want this store to prove satisfactory to the most exclusive dressers. Every means is employed to that end.

There are Silk and Wool Poplins, not the quality that you see everywhere, but the quality that is superior to anything that we have ever seen at the price.

They come in every color, in the new shades; the price is, \$1.00.

Chiffon Broadelths—They are 52 inches wide, spaced and striped. If you see them anywhere at \$2.00 in equal quality, we should really be wondering, for we have not seen them at \$2.00 as good anywhere. They come in all the new and usual staple shades, including black. Price \$1.50.

Rhosodin Poplin comes 42 inches wide, an entirely new fabric; in the weave a combination of poplin and crepe. It comes in all the new street shades and black. Price \$1.00.

Satin Gabardine, 42 inches wide, comes in all the latest shades; many tailors consider it the beauty of the season. The price is \$1.50.

Cream Storm Serge, the quality that has been 52c; 42 inches wide; will be greatly used later on. You can buy it now at 59c.

We received two cases of English Imperial Serge, the same blend, quality that we have sold at 50c. It comes in all the new and staple street shades, also black; it is double width, 36 inches; will be on sale Monday for 37 1/2c.

There are wonderfully many new ones; the manufacturers have really tried themselves. Some are imported, but our American manufacturers come quickly and closely up to the following for a great deal less money. You can buy either for any purpose, as the great showing of new weaves and styles in the sheer fabrics are introduced in the French market, and \$1.94 sell from 25c to, yard.

There are novel effects in heavier material, some of the most intricate weaves ever produced. Quite a variety of designs, the \$1.50.

Wexford Linen is the nearest linen produced out of cotton that we have ever known. It comes already shrunk, and can be relied upon in washing as not shrinking or changing its appearance; 40 inches wide; price, 12c.

The Middy Twill comes one yard wide. It is a new cloth sold from the counter, not only for middies, but for many other substantial uses. Yard wide; priced at 12 1/2c.

You know the 25c Mercerized Flaxon. These are in new effects. The manufacturers say 25c; we know that to be the price in almost every store; they are double width; price 17c.

We will also put on sale some 200 pieces of Longcloth, with the handsome chambray finish; they come 12 yards to the piece, and are priced at 85c.

Beautiful Silk Striped Crepe Cloth, solid ground, with white satin stripe. They are 36c; good values, and will be 17c.

All those Best Cambric Petticoats, which you see anywhere at 12c, the newest stripes and checks and designs produced this season. Yard wide; price, yard, 10c.

Irish and Austrian as well. If you are fond of having your table decorated with handsome linens, we have them now, and offer them at special prices. Cloths in various sizes and qualities from \$1.08 to \$12.50. Circular or square designs. Napkins to match all, from \$2.50 to \$15.00.

Other Linen Tablecloths are from 95c to \$5.00; all of them full bleached and pure linen; special price German Silver Bleached Damask, 2 yards wide, that sells

for \$1.25; various designs \$1.00 for, 25c.

A large purchase of Linen Tray Cloths, size 17x27; on sale Monday for, each 25c.

Also, the 75c quality, hemmed, mercerized Napkins, 18x18, full bleached, for, 60c.

The Natural Color Mouse Linen, 27 inches wide, pure 12 1/2c.

Antislip Birdseye Diaper, 10 yard piece, 18 inches wide, 48c for.

Main Floor.

Acme Adjustable Dress Form

Indispensable for home as well as professional dressmakers. Eliminates the expense and worry of dressmaking and

Assures a Perfect Fitting Garment

Several styles, adjustable to all figures, to select from at \$4.95 and up.

Style illustrated is No. 221, Acme Dress Form. Price \$9.95.

Main Floor.

Children's Dresses, ready-made and stamped on good quality lawn; 2, 4 and 5-year sizes; dainty little things at 35c.

Utica Pillow Cases, pretty stamped designs, with 2 skeins of floss, for, pair, 54c.

Have you seen the new lamp shade materials in Japanese effects?

All the very latest ideas in this popular fad are here in great variety. Free instructions in shade making on Tuesday and Thursday afternoons.

Free lessons in knitting and crocheting on Mondays, Wednesdays and Fridays.

Second Floor.

French Batiste, 40 inches wide; very fine texture; per yard 9 1/2c || Birdseye Diaper Cloth, sanitary and absorbent, several widths; yard | 5 1/4c |
| White Plisse Crepe, for fine underwear; 15c quality for | 10c |

BEDDINGS.

Bleached Sheets, 81x90 size, extra heavy; 75c grade; each 59c || \$1.00 Scalloped Hemstitched Sheets, 81x90 size, hand torn; each | 85c |
20c Scalloped, Hemstitched Pillow Cases, large size; each	21c
Crib Pillow Cases, embroidered and lace trimmed; each	10c
Large size Bedspreads, the \$1.00 quality, for	75c
\$2.00 Scalloped Spreads, large size; pretty Marseilles patterns; each	\$1.49
Fox's Scout Blankets, popular Cortez grade, with monogram "B. S. A." in center; each	\$2.00
\$1.50 Feather Pillow Covers, fancy art ticking; each	\$1.00

The Bargain Basement Monday

The effects of some almost phenomenal purchasing will be evident in the prices of almost every kind of desirable merchandise.

Goods will be found here at prices that are barely half of those charged elsewhere regularly for the same goods.

DOMESTIC GOODS.

10c Bleached Cambric, 7 1/4c yard wide; yard 7 1/4c || 30c Bleached Sheet, 24 18c yards wide; yard | 18c |
10c Dress Gingham, various widths; yard	5c
10c Unbleached Pajama Checks, 36 inches wide, good quality	5 1/4c
10c Crepes, colored, 12 1/2c Bourette, stripes; yard	12 1/2c
25c Figured Voiles, 40 inches wide; yard	10 3/4c
12 1/2c Percales, yard wide; assorted figures and stripes	7 1/4c
Bleached Muslin, yard wide; yard	4 3/4c

WHITE GOODS.

English Longcloth, soft finish, full ten-yard pieces; per piece 56c || 25c White Organdies, excellent quality; slight imperfections on selvage; per yard | 12 1/2c |
| 10c Dimity, assorted checks; yard | 5 1/2c |
| Dotated Swiss, sheer and fine quality; assorted patterns | 9 1/2c |

French Batiste, 40 inches wide; very fine texture; per yard 9 1/2c || Birdseye Diaper Cloth, sanitary and absorbent, several widths; yard | 5 1/4c |
| White Plisse Crepe, for fine underwear; 15c quality for | 10c |

BEDDINGS.

Bleached Sheets, 81x90 size, extra heavy; 75c grade; each 59c || \$1.00 Scalloped Hemstitched Sheets, 81x90 size, hand torn; each | 85c |
20c Scalloped, Hemstitched Pillow Cases, large size; each	21c
Crib Pillow Cases, embroidered and lace trimmed; each	10c
Large size Bedspreads, the \$1.00 quality, for	75c
\$2.00 Scalloped Spreads, large size; pretty Marseilles patterns; each	\$1.49
Fox's Scout Blankets, popular Cortez grade, with monogram "B. S. A." in center; each	\$2.00
\$1.50 Feather Pillow Covers, fancy art ticking; each	\$1.00

BOYS' CLOTHING.

Boys' Knickerbocker Pants, sizes to 17 years; the regular 75c kind, for 39c || Boys' Norfolk Suits, several stylish patterns; the \$2.50 grade, for | \$1.95 |
\$3.50 Norfolk Suits, pretty spring patterns; each	\$2.44
Norfolk Suits, in pretty checks, blue and brown; one of the nobbiest Suits that we have seen; usually \$5.00; special	\$3.86
\$6.50 All-Wool Blue Serge Suits, well tailored, good material	\$4.86
Complete assortment of Boys' New Spring Hats at 25c and	50c

OTHER BASEMENT SPECIALS.

25c Brassieres, embroidered back and front; good heavy stays; 25c hooked front; each 25c || Women's Muslin Drawers, with hemstitched ruffle, per pair | 14c |
| Women's Muslin Gowns, lace and embroidery trimmed; 59c to 65c quality; choice | 39c |
| Children's Hompers, special at, each | 19c |



WELL dressed women in nearly every civilized country in the world wear and endorse

Gossard CORSETS

They Lace In Front

Through the appointment of the Cohen Company as exclusive local distributors, Richmond women are afforded the same privilege for the first time.

The Gossard bases its claim for your patronage chiefly upon its merit as an aid to beauty. This, the Gossard unquestionably is, for it brings about a decided and immediate improvement in figure. Health improvement naturally follows, and health always means beauty.

The new spring models of the Gossard Corset are now on exhibition in our salon. Come to-morrow and let our expert corsetiers show you the Gossard model that will improve your beauty.

Prices from \$2 to \$25

Second Floor.